

# Section 1: Media Education & Careers

Content Area: **21st Century Life & Careers**  
Course(s): **TV Media II**  
Time Period: **Semester 1**  
Length: **3 weeks**  
Status: **Published**

## Unit Introduction

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Media-related industries offer a variety of rewarding careers for creative professionals. This section will discuss careers in film, television and online media. We will discuss careers 'in-front-of-the-camera' (actors, performers), 'behind-the-camera' (directors, cinematographers, editors) and in the back office (producers, agents, managers, accountants, lawyers). We will discuss the technologies that drive this industry, employment growth, salary, training and education. We will discuss some of the colleges that offer programs in Media for careers that require a bachelor's degree. We will also discuss the benefits of gaining experience through an internship or launching a YouTube channel.

## Standards

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9.3.12.AR.1	Analyze the interdependence of the technical and artistic elements of various careers within the Arts, A/V Technology & Communications Career Cluster.
9.3.12.AR.5	Describe the career opportunities and means to achieve those opportunities in each of the Arts, A/V Technology & Communications Career Pathways.
9.3.12.AR.6	Evaluate technological advancements and tools that are essential to occupations within the Arts, A/V Technology & Communications Career Cluster.
9.3.12.AR-AV.2	Demonstrate the use of basic tools and equipment used in audio, video and film production.
9.3.12.AR-AV.3	Demonstrate technical support skills for audio, video and/or film productions.
9.3.12.AR-PRF.1	Describe the scope of the Performing Arts Career Pathway and the roles of various individuals in it.
9.3.12.AR-VIS.1	Describe the history and evolution of the visual arts and its role in and impact on society.

## Essential Questions

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What factors and special skills need to be considered when selecting and preparing for career paths in media?

What are the duties and responsibilities that go along with a career in media?

Can you see yourself performing these duties and responsibilities every day for the rest of your career?

What kind of education and/or training will be necessary to pursue this career?

What high school courses or subjects do you need to master in order to continue in this chosen occupation?

If your career requires that you continue on to college, what major will you need to complete in order to meet your goal?

What is the job availability for this career, based on where you wish to live and work?

How much money will you make in this career, based on where you wish to live and work?

## **Content / Skills**

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Students will understand the the three career areas in media; in-front of the camera, behind the camera and business/finance.

Students will understand the possible career paths offered in media

Students will be able to identify skills or interests that align with careers in media

Students will understand what special training or education is necessary for a career in media

Students will understand how unions and contracts affect the media work environment